

**AMENDMENTS TO THE SPECIFICATION**

Please amend the specification without prejudice, as follows and consider the subsequent remarks/arguments.

Please amend the title as follows:

ENHANCING INSIGHT-DRIVEN CUSTOMER INTERACTIONS WITH AN OPTIMIZING  
ENGINE.

Page 1, paragraph 0001, amend the paragraph as follows:

This application is related to commonly assigned co-pending patent applications "Enhancing Insight-Driven Customer Interactions" (Attorney Docket No. 60021-378601, Serial Number ~~XX/XXX,XXX~~ 10/811,439) and "Enhancing Insight-Driven Customer Interactions with a Workbench" (Attorney Docket No. 60021-379701, Serial Number ~~YY/YYY,YYY~~ 10/810,910), both filed March ~~2004~~ March 26, 2004, and both of which are incorporated herein by reference.